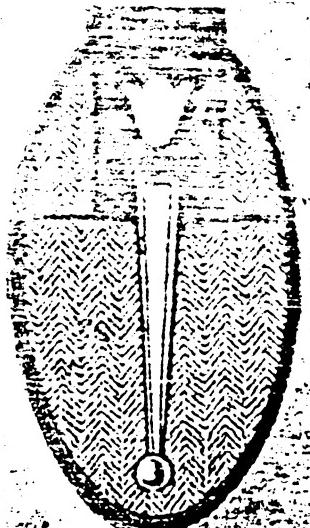


1920's CATALOG
THE JOHN HOLLAND COMPANY

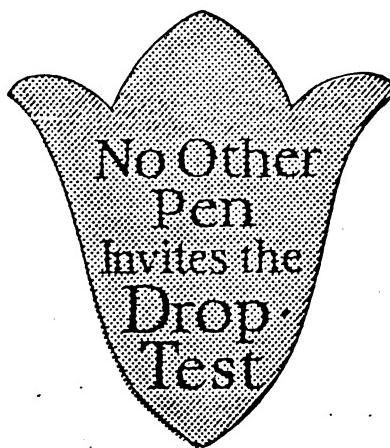


JOHN HOLLAND

FOUNTAIN PENS
AND PENCILS

FOR SERVICE

JOHN HOLLAND
FOUNTAIN PENS
AND PENCILS
FOR SERVICE



John Holland
CATALOGUE NO. 130

THE JOHN HOLLAND GOLD PEN CO.
Main Office and Factory
CINCINNATI, OHIO, U. S. A.

JOHN HOLLAND

FUNDER



JOHN HOLLAND
Famous Maker of
Gold Pens, founder of the
Fountain Pen Industry

America's First Fountain Pen a John Holland

ALERT to the need for a writing instrument that combined an 'inkwell' and a "writing point" in a single unit, John Holland began his experiments in the fifties.

In later years John Holland learned of others who had sought, during his years of experiment, to create a satisfactory fountain pen, but we have no record of any fountain pen having been offered for sale to the public prior to the John Holland Fountain Pen.

To the best of our knowledge, America's first commercial fountain pen was a John Holland.

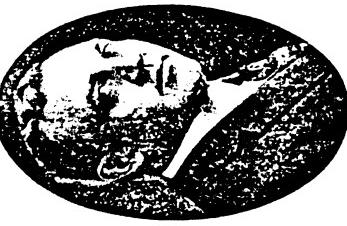
Before Goodyear's invention of hard rubber, John Holland barrels and parts were made of gold. No other material available offered equal resistance to the action of ink. In 1869, The John Holland Gold Pen Company again pioneered in the manufacture and sale of fountain Pens with hard rubber barrels and parts.

THE honored name of the late John Holland, pioneer pen maker, will be forever linked with the fountain pen as inseparably as is the late Alexander Graham Bell with the telephone. During the first year of the administration of William Harrison, ninth President of the United States, the company, which for three-quarters of a century has borne the name of John Holland, made and marketed America's FIRST GOLD PEN.

What is undoubtedly the oldest gold pen in actual use in America today, purchased in 1841 by the great grandfather of its present owner, was made by this company during the first year of its existence. It was recently our privilege to write with this pen, and although it has seen eighty-five years of use, the smoothness of its glide and its writing ease give no evidence of age or wear.



JOHN A. HOLLAND
Secretary and Treasurer



ROBERT O. HOLLAND
President

No Finer Quality Than John Holland Fountain Pens Today

During the past half century the John Holland laboratory has lost no opportunity for testing new materials and new processes that would in any way enhance the quality of John Holland Fountain Pens and gold nibs. With a record of service and satisfaction behind them that no other pen in America can equal, John Holland Fountain Pens offer the greatest value obtainable today. Every John Holland Pen, before it leaves the factory, is personally inspected and tested by a member of the John Holland family.

The John Holland Drop-Test Jewel Fountain Pen admirably illustrates the manner in which the ideals

J?HN
H?LLAND
F?UNTAIN
PENS HAVE
ST?D THE
TEST AND
ARE THE
BEST

and aims of the founder of this company are being carefully carried out by his sons. It is today the only fountain pen on the market which invites the public to test its quality by dropping it six feet point down on any hardwood floor.

Not only is the famous Jewel Nib of the Drop-Test Pen guaranteed unconditionally, but also all other parts excepting the rubber sac. The barrel and cap are indestructible. It is not possible at any price to sell a better Fountain Pen than the John Holland Drop-Test Jewel.

A Pen For Every Need

In this catalog we offer you a selection of Fountain Pens, Mechanical Pencils and Gold Nibs that is unsurpassed. For every purpose there is a John Holland writing instrument at the right price.

Finest Quality Gold Nibs

The heart of the Fountain Pen is its nibs. And in the manufacture of Gold Nibs the fountain pen industry affords no skill, experience or success equal to that of The John Holland Gold Pen Company. Even before the popularity of the Fountain Pen, John Holland Gold Nibs were used throughout the world. They are today the world's standard of quality.

John Holland Fountain Pens Nationally
Advertised

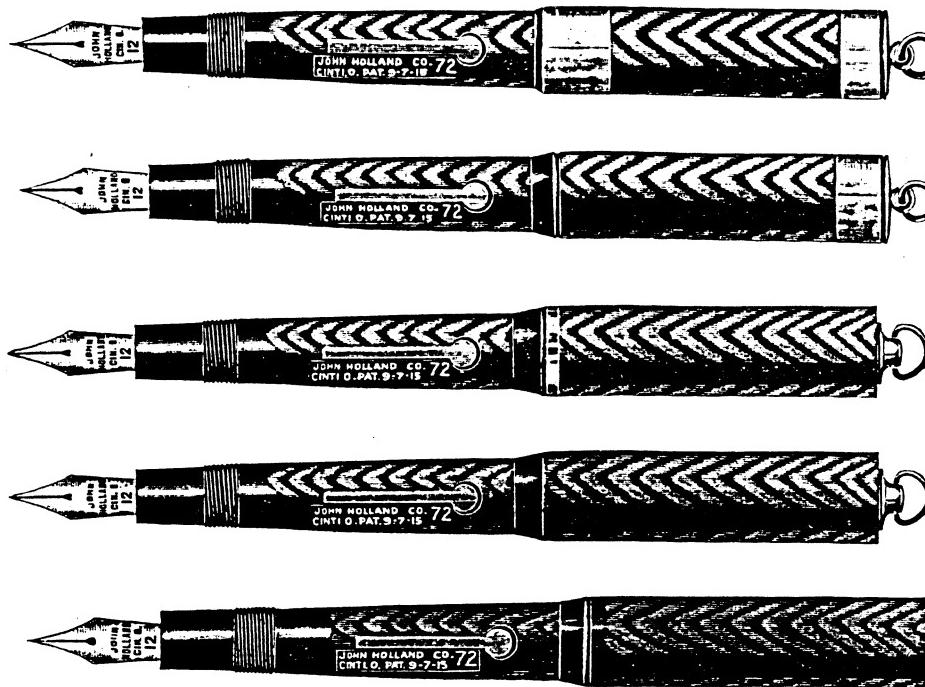
The John Holland Drop-Test Jewel Fountain Pen is featured today in National Advertising. In a list of National Magazines, headed by The Saturday Evening Post, the John Holland sales message is carried to the homes of every community. We are familiarizing the outstanding merits of John Holland Fountain Pens.



Selling Helps That Sell Pens

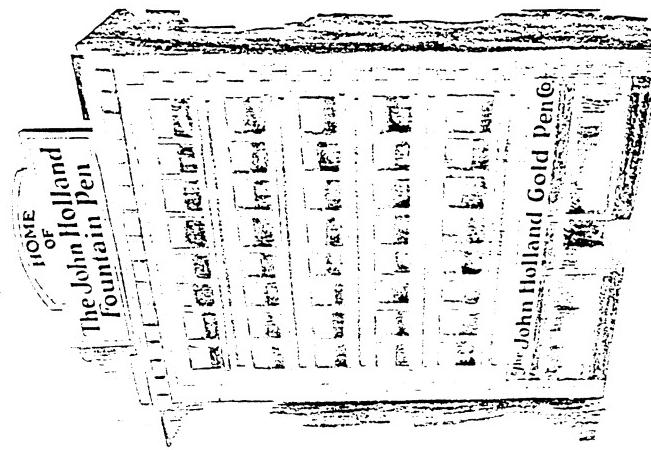
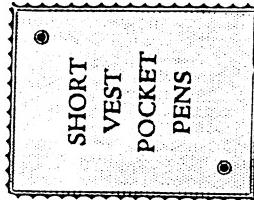
John Holland dealers are provided, free of charge, with a generous supply of local sales material which enables them to tie up effectively with our National Advertising. In addition, the beauty of John Holland gift boxes lends an air of distinction and attractiveness to your display of both John Holland Fountain Pens, and Pen and Pencil Sets.

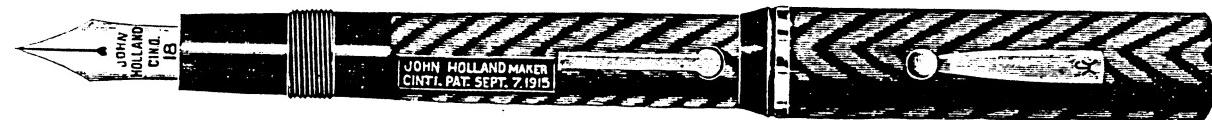
The John Holland Factory and Main Sales Offices are located at 127-129 East Fourth Street, Cincinnati, Ohio.



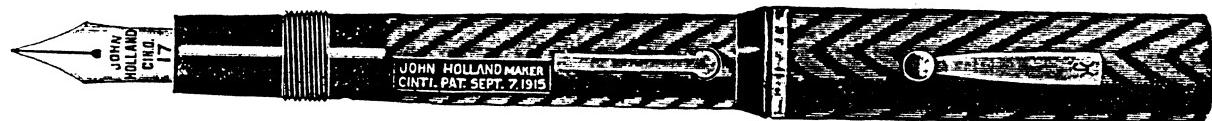
| | | |
|--|--|--|
| 72-V \$2.50 Gold Filled Ring and Lever | 72-R \$2.75 Gold Filled Ring and Lever | 72-W \$3.50 Gold Filled Mounting and Lever |
| Black Ribbon Guards to Match Pen, \$1.00 | | |

Illustrations
Actual Size





C-78-B
\$8.00
Gold Filled
Band, Clip and
Lever



C-77-B
\$7.00
Gold Filled
Band, Clip and
Lever



C-76-B
\$6.00
Gold Filled
Band, Clip and
Lever



C-75-B
\$5.00
Gold Filled
Band, Clip and
Lever



C-74-B
\$4.50
Gold Filled
Band, Clip and
Lever



C-73-B
\$4.00
Gold Filled
Band, Clip and
Lever



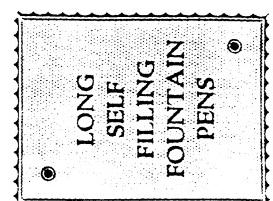
C-72-B
\$3.00
Gold Filled
Band, Clip and
Lever



C-71-B
\$2.75
Gold Filled
Band, Clip and
Lever



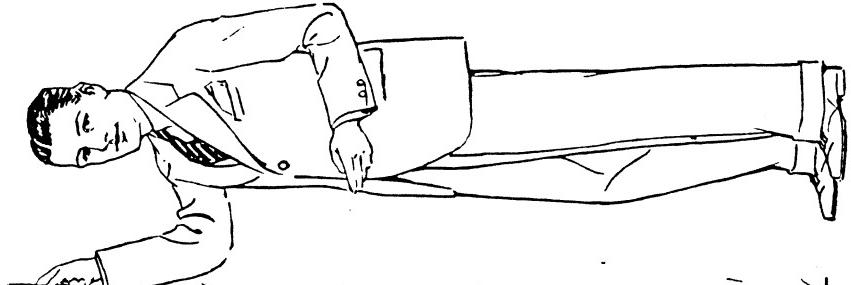
C-70-B
\$2.50
Gold Filled
Band, Clip and
Lever



Actual Size
Illustrations



No Other Pen Invites This Test



The supreme test of quality,
of endurance and of perfect
workmanship is the DROP
TEST.

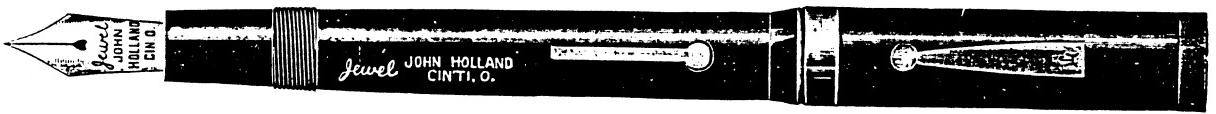
DROP THE JEWEL

Six feet—
Point Down

on any hardwood floor.
Then pick it up and write
with it as perfectly as before.
Behind the John Holland Drop
Test Jewel Nib stands 85 years
of skill and experience in the
making of pen points—85 years
of success. It is the MAS-
TERPIECE of America's fore-
most pen experts.

No Nib costs more to make.
Fashioned of extra-heavy 14 Kt.
gold, every Nib is tipped with
genuine Osmium Iridium, costing
hundreds of dollars for a single
ounce. Each Nib is personally
inspected and tested by one of
John Holland's Sons.

It is not possible to sell, at any
price, a better pen than the John
Holland Drop Test Jewel.



6-C-Jewel
\$7.00

Illustrations
Actual Size



C-7A
\$5.00

Illustrations
Actual Size



C-7A
\$5.00

Illustrations
Actual Size



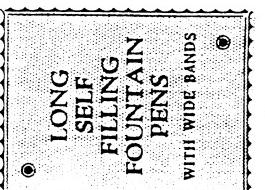
C-7A
\$5.00

Illustrations
Actual Size



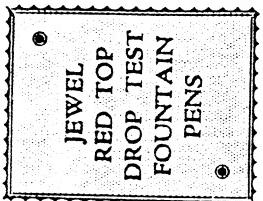
C-7A
\$5.00

Illustrations
Actual Size



C-12-A
\$3.75

Illustrations
Actual Size



© JEWEL
RED TOP
DROP TEST
FOUNTAIN
PENS

©



© LONG
SELF
FILLING
FOUNTAIN
PENS
WITH WIDE BANDS

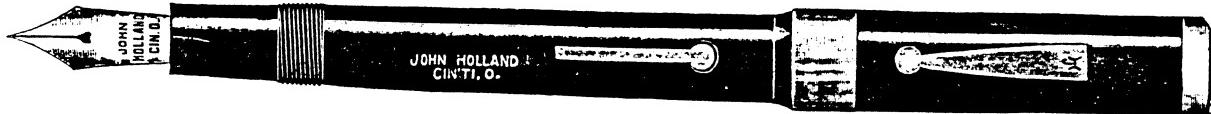
©



Asterisk Island Mountain
= *open*

卷之五

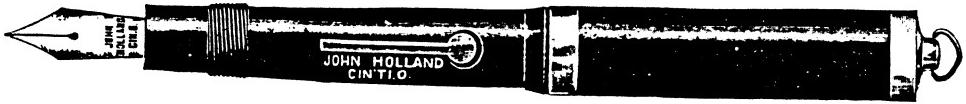
FOUNTAIN
PENS
EXTRA
FINE
POINTS



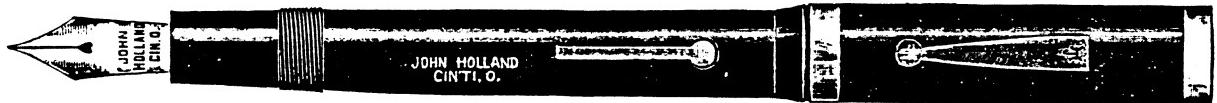
JOHN HOLLOWAY
CINCINNATI, O.



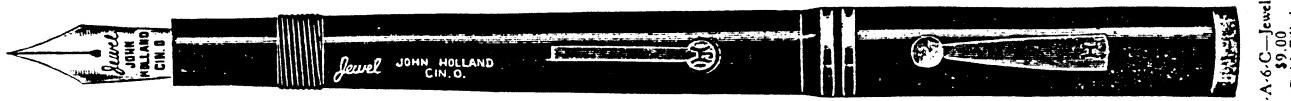
**JOHN HOLLAND
CINTIO.**



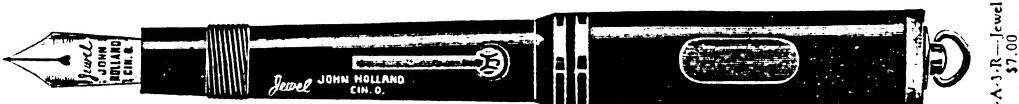
**JOHN HOLLAND
CINTIO.**



JOHN HOLLAND
CINTI, O.



Jewel JOHN HOLLAND
CIN.O.



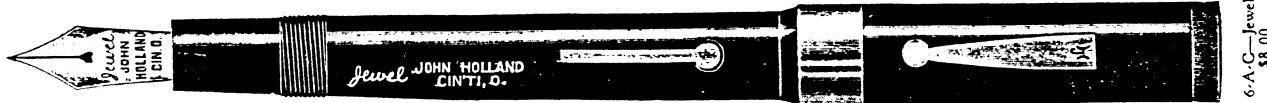
Jewel JOHN HOLLAND
EIN.P.



Jewel JOHN HOB
CINTI.



Jewel JOHN HOLE
CINTI.



Jewel JOHN HOLLAND
CINTI O-

6-A-C—Jewel
\$8.00
Gold Filled
Band, Clip and
Lever
\$12.00
14 Kt. Solid
Gold

3:

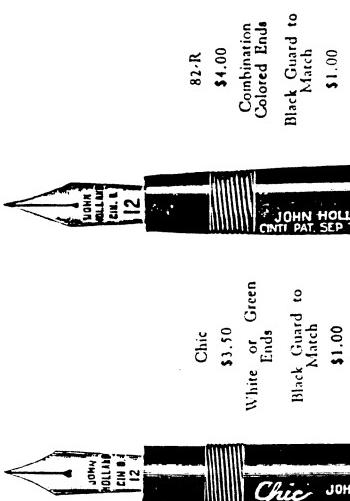
JEWEL
RED TOP
DROP TEST
FOUNTAIN
PENS

ED
ROP TESTS
OUNTAIN
PENS
WITH BANDS

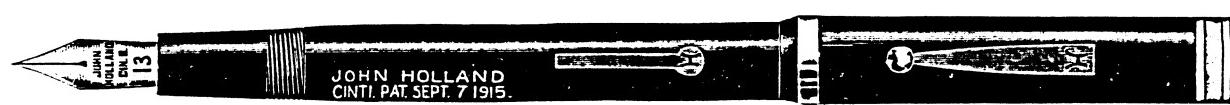
2



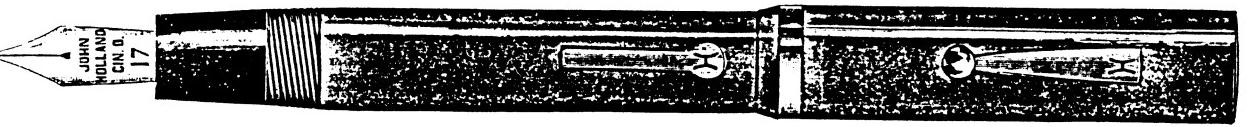
Chic Deluxe Fountain Pen and Guard in gift box. Complete, \$5.00.



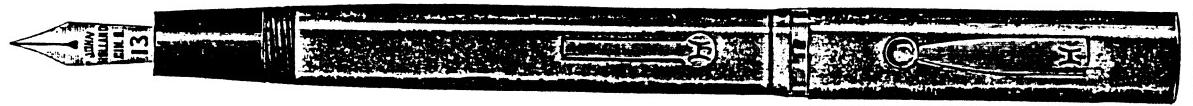
| | |
|--------------------------|--------|
| Chic | \$3.50 |
| White or Green | |
| Black Guard to Match | \$1.00 |
| 82-R \$4.00 | |
| Combination Colored Ends | |
| Black Guard to Match | \$1.00 |



2-R-Coral
\$4.00
Gold Filled Band,
Ring and Lever
Guard to Match
\$1.00



7-C-Coral
\$7.00
Gold Filled Band,
Clip and Lever
\$1.00



3-C-Coral
\$1.00
Gold Filled Band,
Clip and Lever
\$1.00



2-R-Coral H. P.
\$5.00
Gold Filled Ring
and Lever
Guard to Match
\$1.00



2-R-Coral
\$4.00
Gold Filled Band,
Ring and Lever
Guard to Match
\$1.00

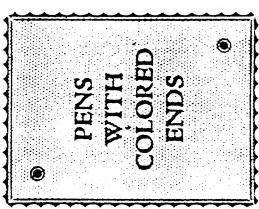
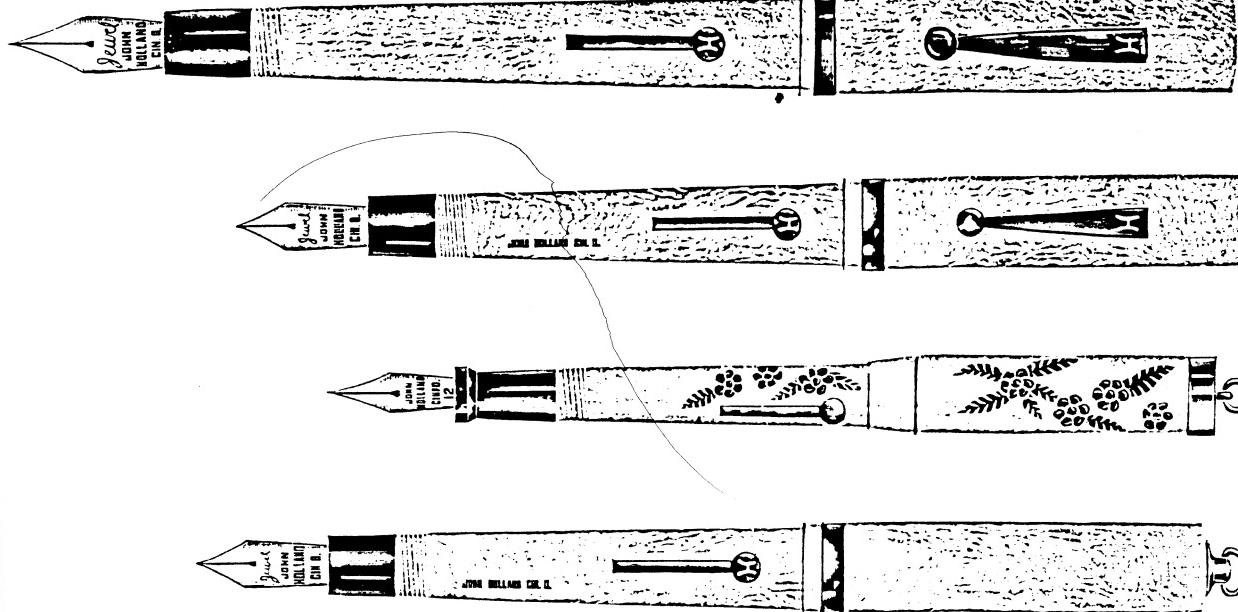


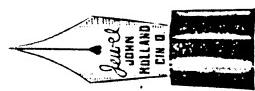
Illustration
Actual Size



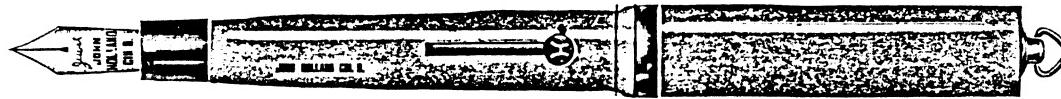
©
**JADE GREEN
FOUNTAIN
PENS**

| | | | |
|-----------------|--------|--|--------|
| 3-R—Jade | \$5.00 | Gold Filled Band, King and Lever Green Guard to Match | \$1.00 |
| 3-C—Jade | \$5.00 | Gold Filled Band, Clip and Lever | \$1.00 |
| 2-R—Green H. P. | \$5.00 | Gold Filled Ring and Lever Green Guard to Match | \$1.00 |

Illustrations
Actual Size



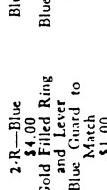
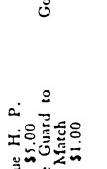
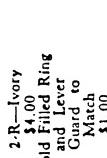
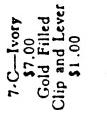
JADE HOLLAND CIN. B.



| | | | |
|-----------|--------|--|--------|
| 2-R—Ivory | \$4.00 | Blue H. P. | \$5.00 |
| 7-C—Ivory | \$7.00 | Blue Guard to Match | \$1.00 |
| 7-R—Ivory | \$7.00 | Gold Filled Ring and Lever Guard to Match | \$1.00 |
| 2-R—Blue | \$4.00 | Blue Guard to Match | \$1.00 |

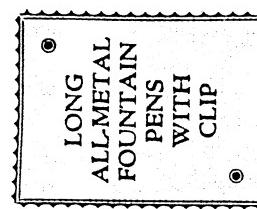
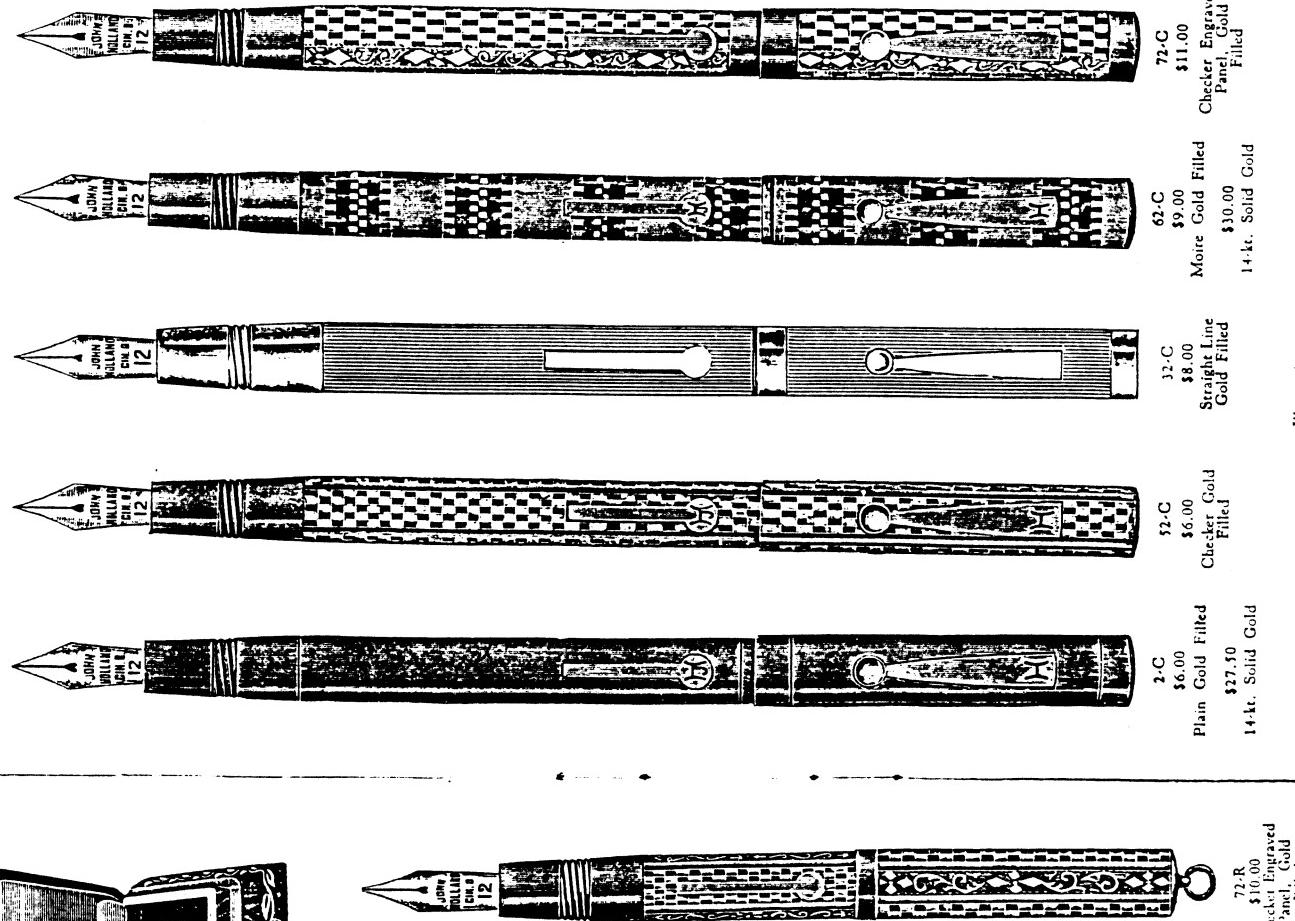
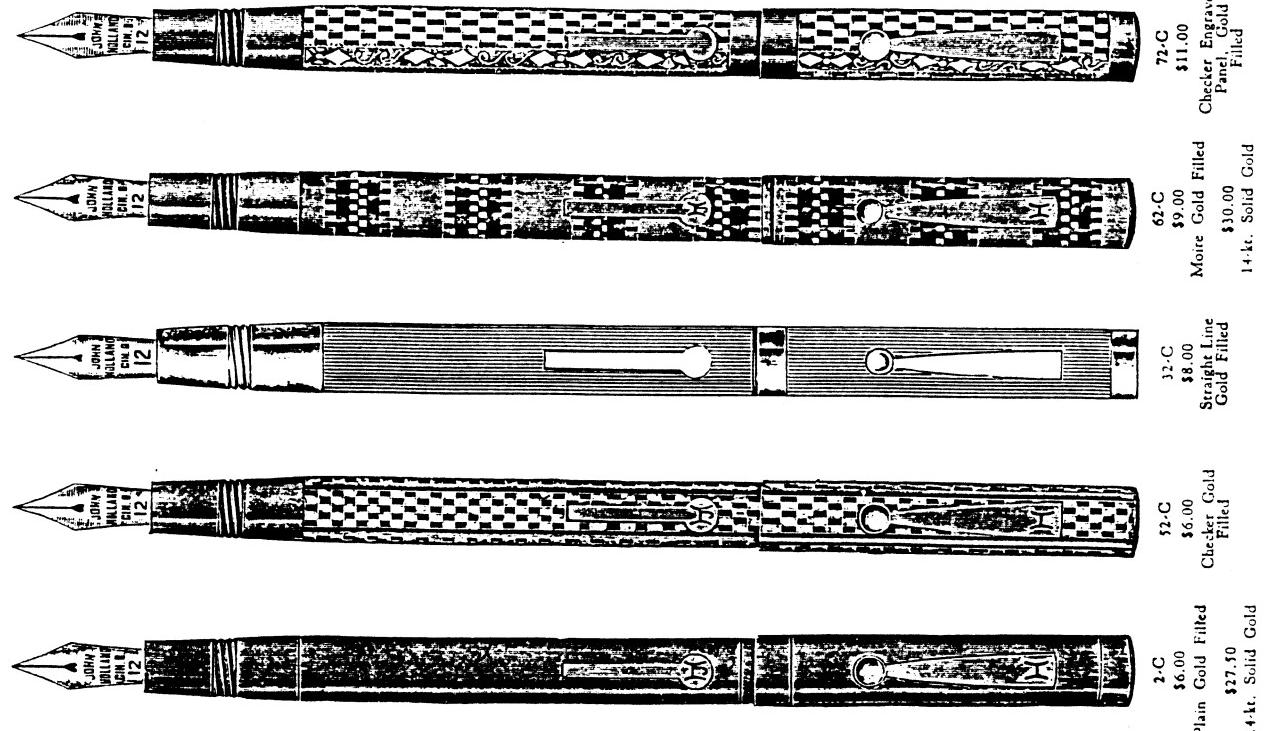
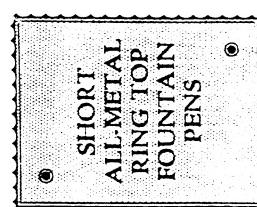
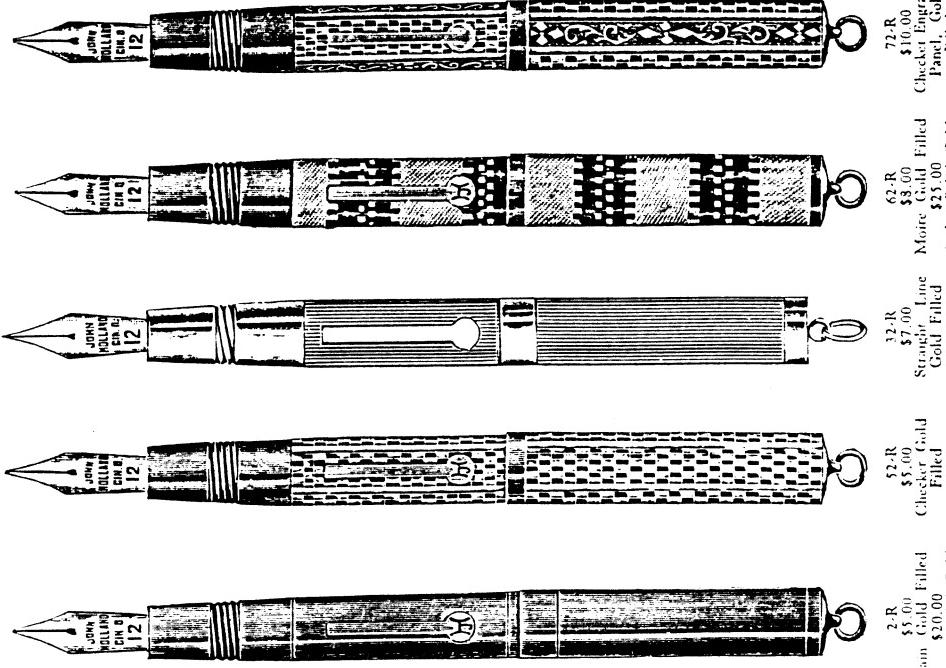
Illustrations
Actual Size

©
**BLUE AND
IVORY
FOUNTAIN
PENS**



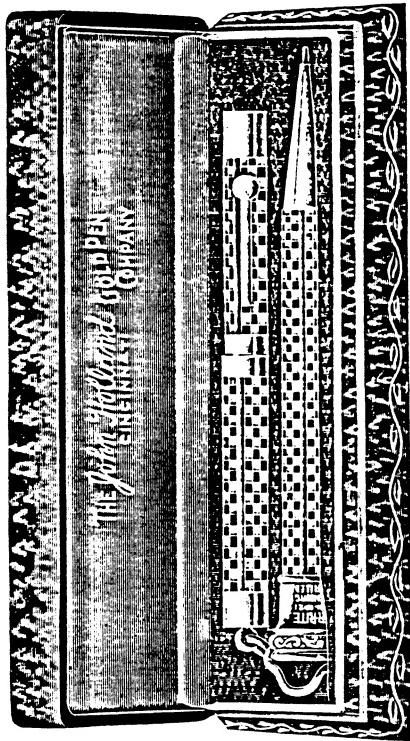


All Metal Fountain Pens come packed in gift boxes, leatherette, gold striped, velvet lined.



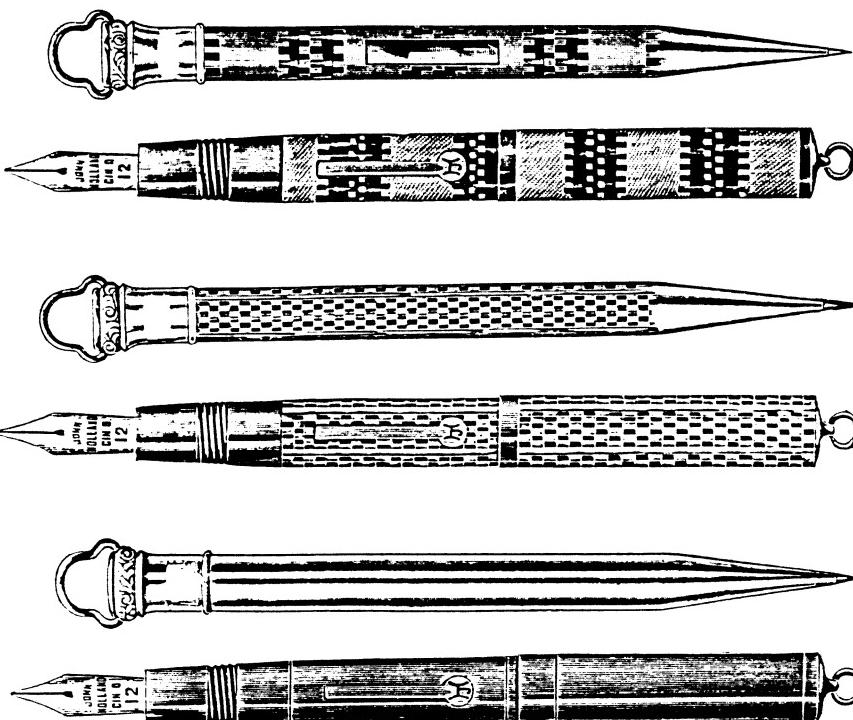


John Holland
Pen
Company
U.S.A.



Combination Writing Sets come packed in gift boxes, leatherette, gold striped, velvet lined.

Illustrations
Actual Size



Fancy Yellow and Black Guards to match above Pens, \$1.00

© SHORT
ALL-METAL
COMBINA-
TION
WRITING
SETS ©

62.R Set
\$7.50
Plain Gold Filled

62.R Set
\$8.00
Checker Gold
Filled

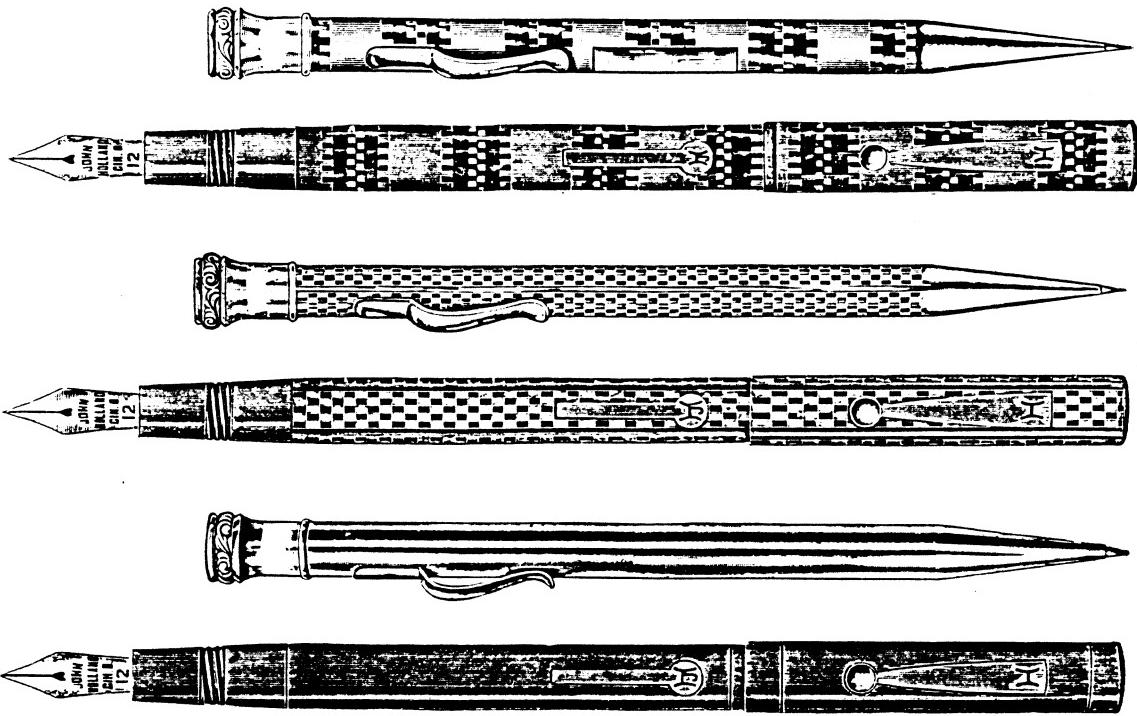
2.C Set
\$8.50
Plain Gold Filled

2.C Set
\$9.00
Moire Gold Filled

62.C Set
\$7.50
Plain Gold Filled

62.C Set
\$8.00
Checker Gold
Filled

2.C Set
\$9.00
Moire Gold Filled

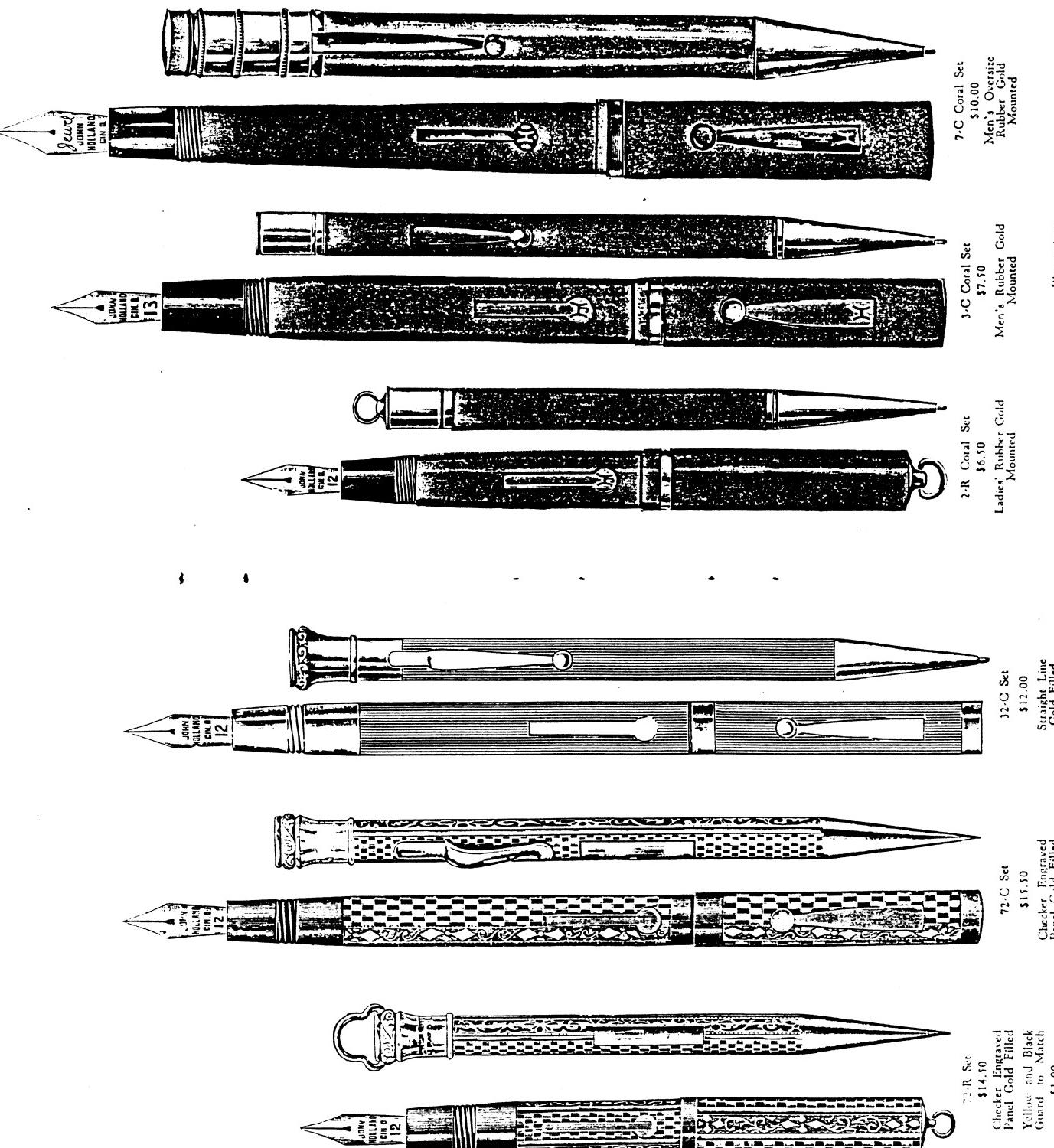


© LONG
ALL-METAL
COMBINA-
TION
WRITING
SETS ©

62.C Set
\$7.50
Plain Gold Filled

62.C Set
\$8.00
Checker Gold
Filled

2.C Set
\$9.00
Moire Gold Filled



ALL-METAL
COMBINA-
TION
WRITING
SETS

RUBBER
COMBINA-
TION
WRITING
SETS

7-C Coral Set
\$10.00
Men's Ovetsie
Rubber Mounted

3-C Coral Set
\$17.50
Men's Rubber Gold
Mounted

2-R Coral Set
\$6.50
Ladies' Rubber Gold
Mounted

72-C Set
\$12.00
Straight Line
Gold Filled

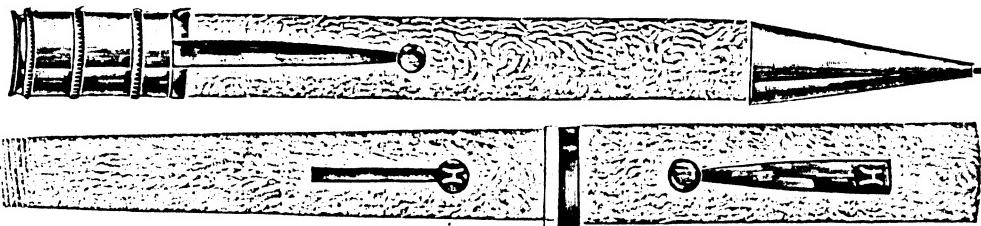
72-R Set
\$14.50
Checker Engraved
Panel Gold Filled
Yellow and Black
Guard to Match

Illustrations
Actual Size

GREEN
COMBINA-
TION
SETS

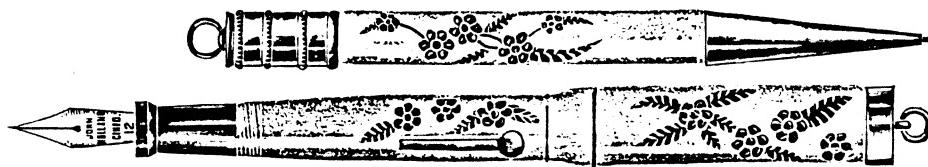
7-C Jade Set
\$10.50
Men's Gold Mounted

Illustrations
Actual Size



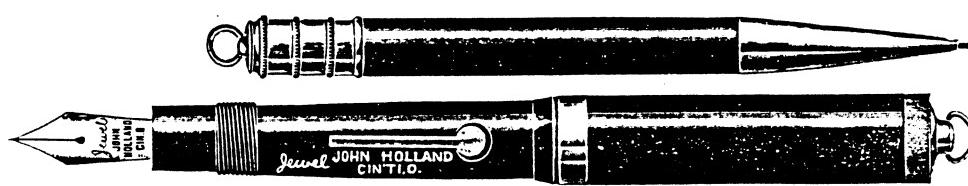
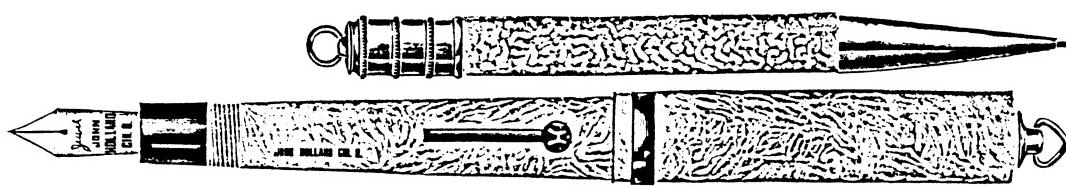
3-R Green H. P. Set
\$8.50
Ladies' Hand Painted
Flower Design, Green
Guard to Match,

\$1.00



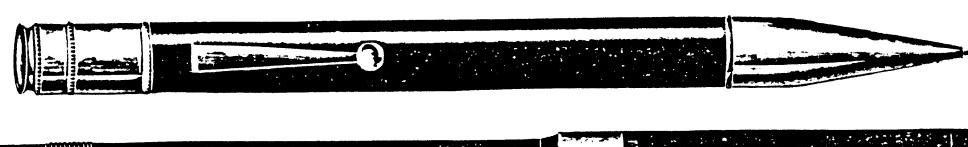
3-R Jade Set
\$8.00
Ladies' Gold Mounted
Green Guard to Match,
\$1.00

\$1.00

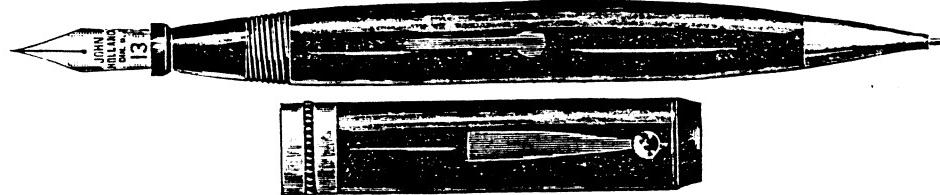
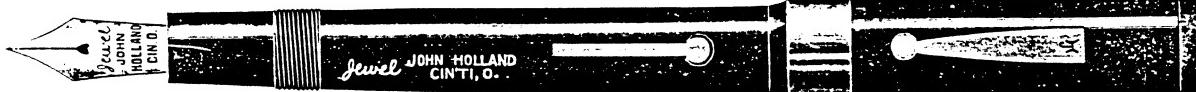


3-R Set
\$7.50
Ladies' Rubber Gold
Mounted

Illustrations
Actual Size

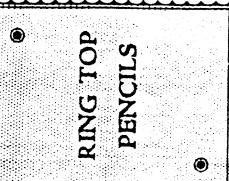
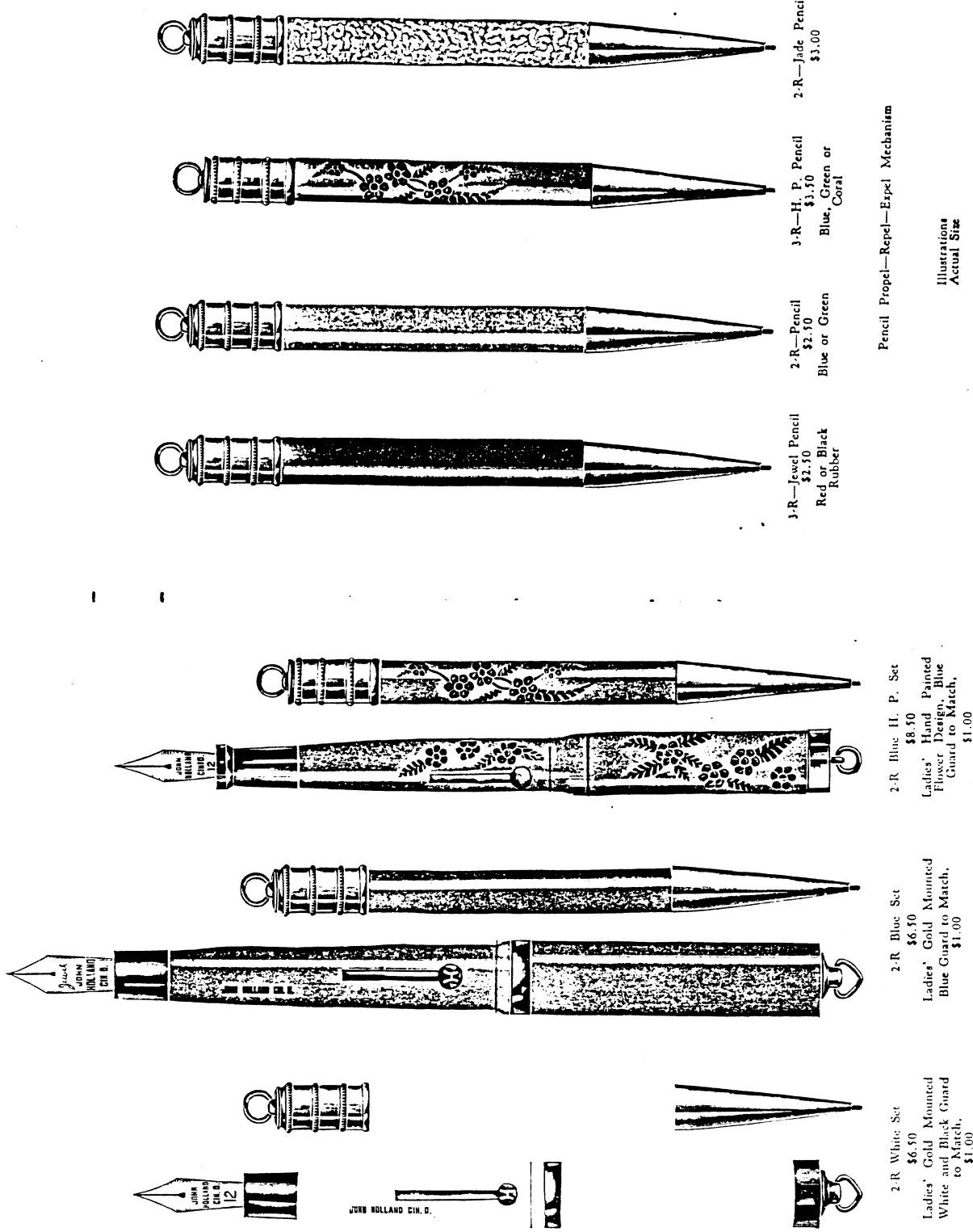


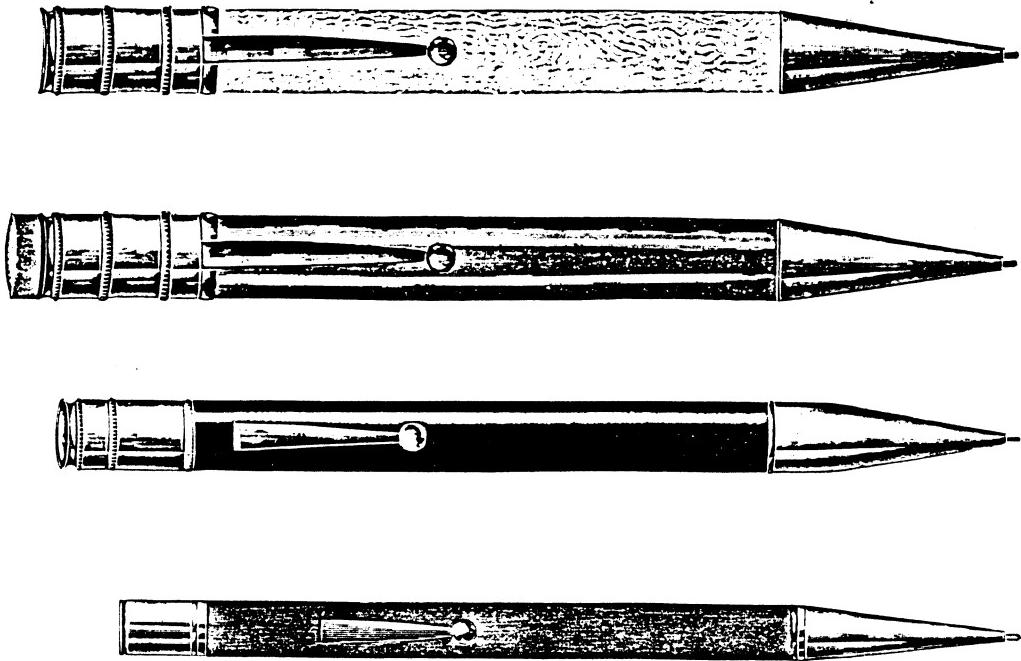
6-C Set
\$10.00
Men's Rubber Gold
Mounted



No. 20-\$6.00
Combination
Pen on one end,
Pencil on other
end.

RUBBER
COMBINA-
TION
WRITING
SETS





Royal C Pencil
\$1.50
Red or Black
Rubber
Pencil Propel—Repel—Eject Mechanism

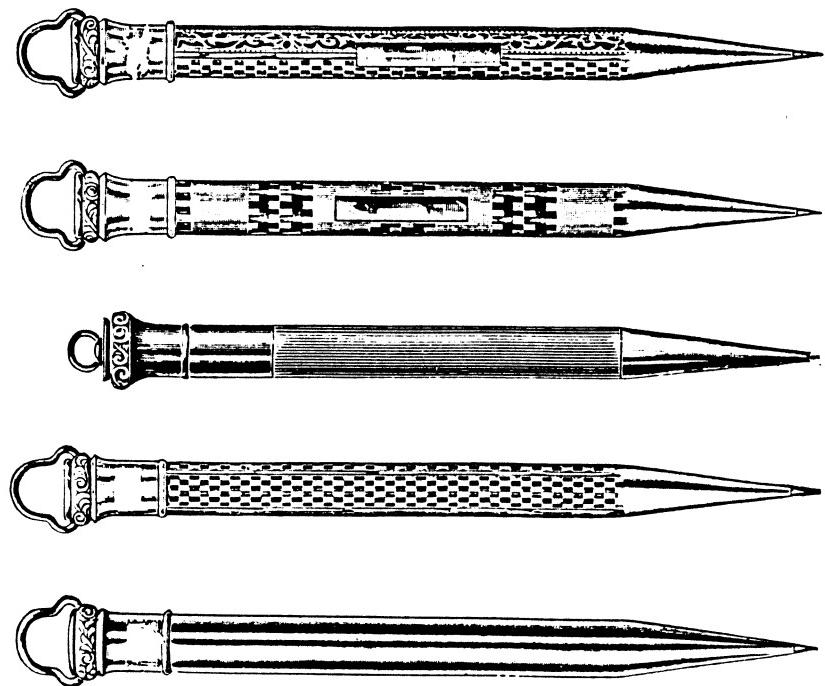
Illustrations
Actual Size



Jade Jewel Pencil
\$1.50
Red, Black or
White

6-C—Jewel Pencil
\$1.00
Red or Black
Rubber
Pencil Propel—Repel—Eject Mechanism

Illustrations
Actual Size



2-R Pencil
\$2.50
Plain Gold
Filled
52-R Pencil
\$3.00
Checker
Gold Filled
32-R Pencil
\$4.00
Straight Line
Gold Filled
62-R Pencil
\$4.00
Moire
Gold Filled
72-R Pencil
\$4.10
Chester
Engraved Panel
Gold Filled

©
**RING TOP
GOLD
FILLED
PENCILS**

©

©
**OVER-SIZE
PENCILS**

©



N—Needle C—Cap S—Section A—Air Tube B—Barrel V—Air Supply H—Screw Head

John Holland Ink Pencils are the result of more than fifty years' experience in the manufacture of these instruments by our company. The John Holland Imperial is the foremost product in material and scientific arrangement and is absolutely unbreakable, as you will readily understand by the study of the illustration above. This ink pencil will write the moment it touches paper and it cannot leak, however it may be carried. We unqualifiedly warrant this pen to be the most perfect ever constructed and to give perfect service.



Imperial \$2.50



72-C Pencil
Checker
Engraved
Panel
Gold Filled

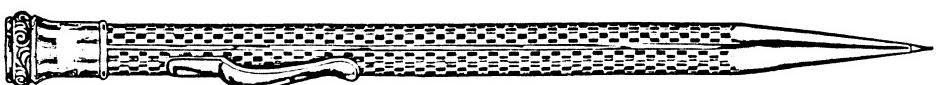


62-C Pencil
Moire
Gold Filled

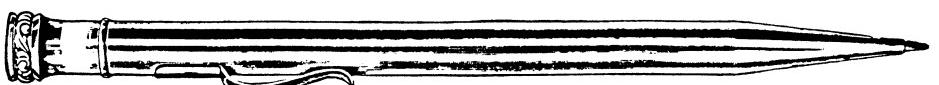


32-C Pencil
Straight
Line
Gold Filled

Illustrations
Actual Size

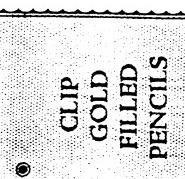


32-C Pencil
\$1.00
Checker
Gold Filled



2-C Pencil
\$2.50
Plain Gold Filed

Illustrations
Actual Size



JOHN
HOLLAND
IMPERIAL
INK
PENCILS

V-Imperial
\$2.50



Styles and Sizes of

**JOHN HOLLAND CELEBRATED
GOLD PENS**

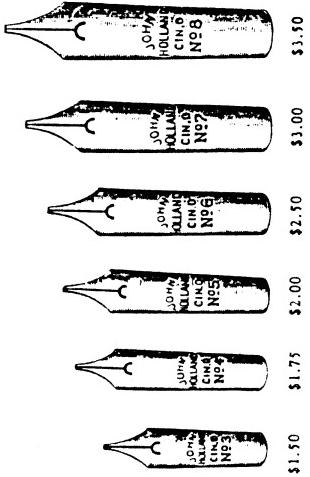
Made of Extra Heavy 14-Kt. Gold.
Genuine Iridium Tipped
Used in John Holland Fountain Pens

| | | | |
|--------------------------------|----------|--|----------|
| LONG NIB—Medium or Broad Point | | 14-Kt. Gold Barrel Pen with Rubber Handles, Medium or Fine | |
| JOHN HOLLAND CINO NO. 9 | | No. 8 | \$6.00 |
| JOHN HOLLAND CINO NO. 8 | | No. 9 | \$8.00 |
| JOHN HOLLAND CINO NO. 10 | | | |
| JOHN HOLLAND CINO NO. 9 | | | |
| JOHN HOLLAND CINO NO. 8 | | | |
| JOHN HOLLAND CINO NO. 7 | | | |
| JOHN HOLLAND CINO NO. 6 | | | |
| JOHN HOLLAND CINO NO. 5 | | | |
| JOHN HOLLAND CINO NO. 4 | | | |
| 4 \$1.75 | 5 \$2.00 | 6 \$2.50 | 7 \$3.00 |
| 8 \$3.50 | 9 \$4.00 | 10 \$4.50 | |

LONG NIB—Extra Fine Point
For Bookkeeping Purposes

| | | | |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 323 JOHN HOLLAND CINO NO. 8 | 323 JOHN HOLLAND CINO NO. 7 | 323 JOHN HOLLAND CINO NO. 6 | 323 JOHN HOLLAND CINO NO. 5 |
| 6 \$1.75 | 7 \$2.00 | 8 \$2.50 | 9 \$3.00 |
| 10 \$3.50 | 11 \$4.00 | 12 \$4.50 | 13 \$5.00 |
| 14 \$5.50 | 15 \$6.00 | 16 \$6.50 | 17 \$7.00 |
| 18 \$7.50 | | | |

The above pens are made in three styles—fine, medium and coarse.



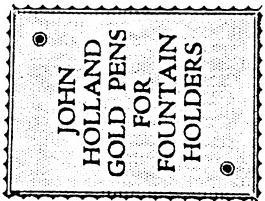
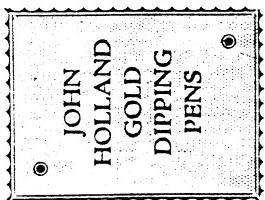
Short Nib Pens

Medium or blunt point for letter writing and signature.

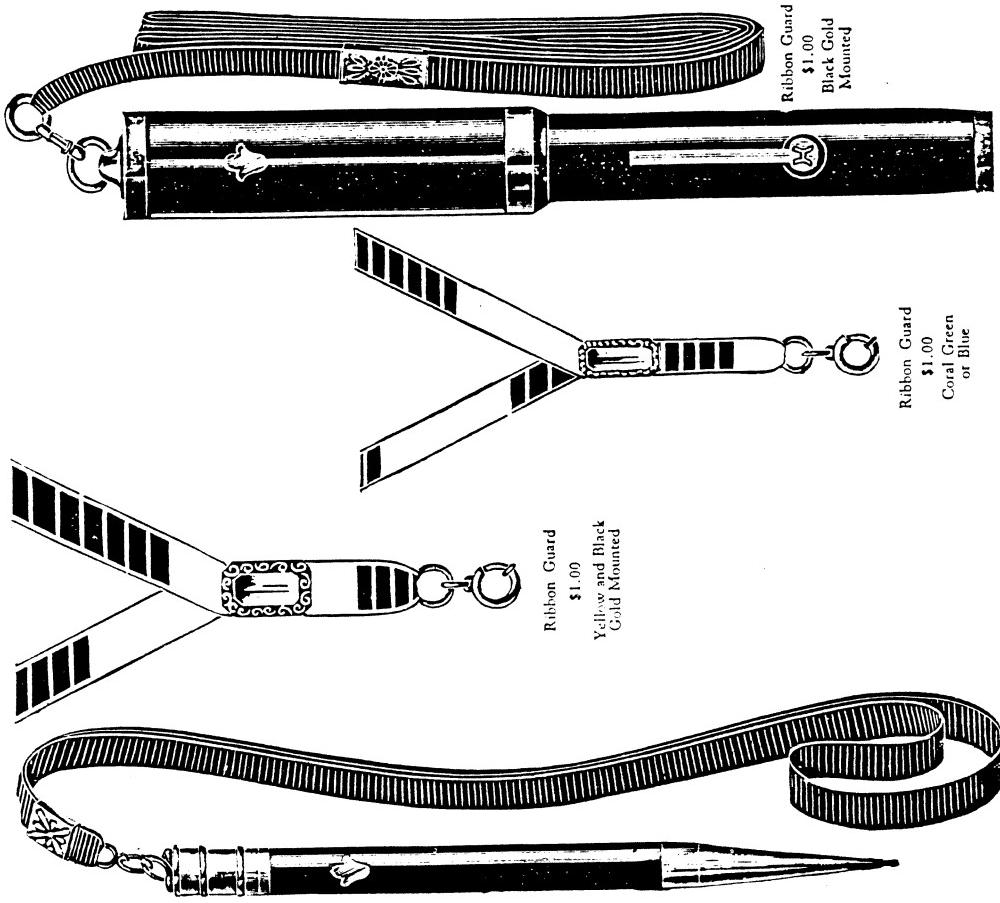
Stub Pens

NOTE—Special pens made for bookkeeping, stenography and manifold use at same prices as above.

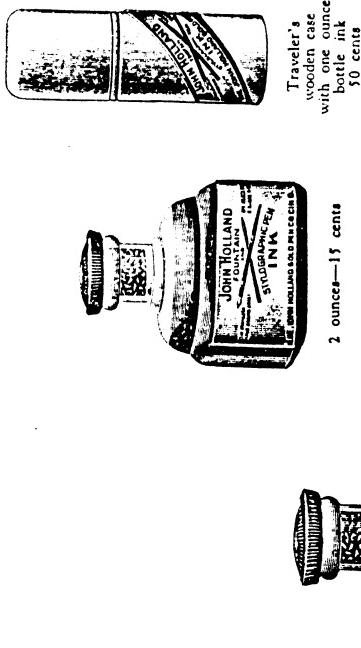
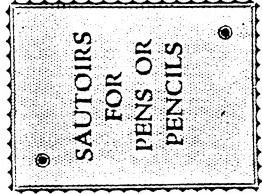
JOHN HOLLAND 14K GOLD BARREL PENS
The complete pen and barrel are
of one piece of gold, which gives them
good action and the greatest durability
of any writing instrument ever made.
We possess a number of these pens of
our mate that have been in constant use
for 50 years and still serviceable.



SAUTOIRS



RIBBON GUARD ARE MADE OF BEST GRADE
OF SILK. MOUNTINGS ARE 14K GOLD
FILLED



John Holland Fountain Pen Ink will produce perfect work in any good pen. It is the perfect result of many years of experience and will always give a convenient flow. The ingredients are in perfect fluid condition, entirely free from sediment. It will produce permanent records and cannot injure paper. When first used it appears a dark blue shade and dries to permanent black.

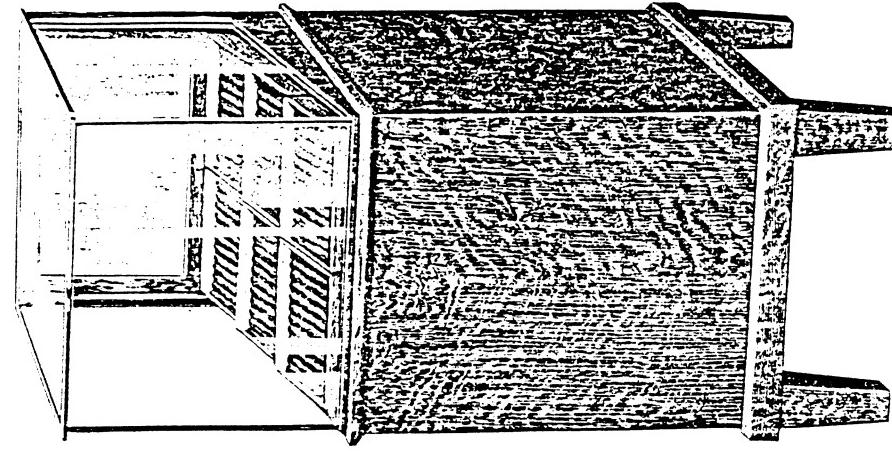
The cost of John Holland Fountain Pen Ink is no more than for any other good ink.



Two dozen size contains one tray, displaying 24 Pens. Length, 15½ inches. Height, front, 2 inches. Height, back, 4½ inches.

This case furnished with an order for 2 dozen of John Holland Fountain Pens.

No. 2 C.C

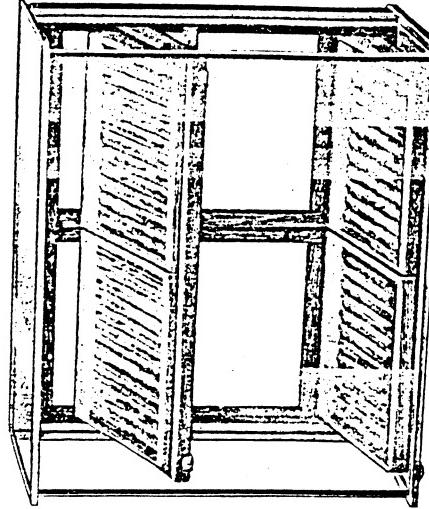


A High Grade Floor Show Case, displaying 6 dozen Pens, all on one shelf.

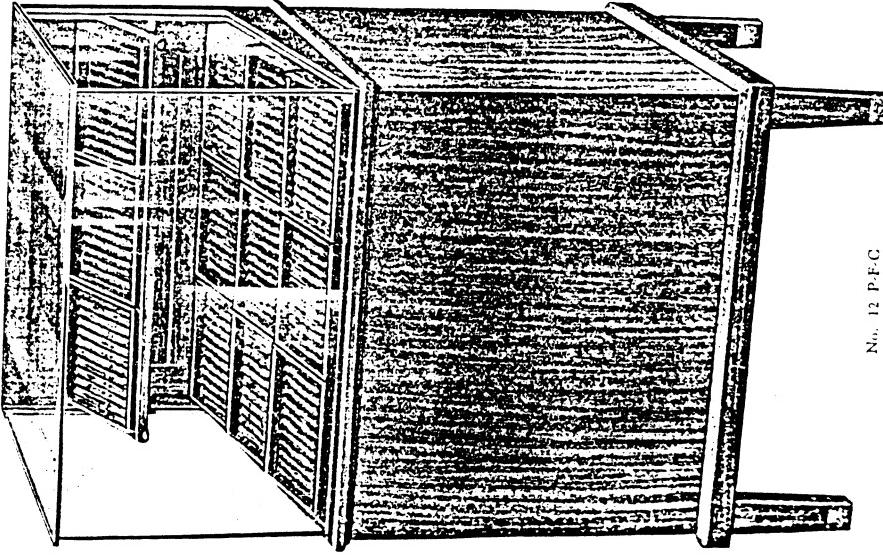
Furnished in either Mahogany or Golden Quarter Sawn Oak. Length, 16½ inches. Width, 24 inches. Height, 42 inches.

This case furnished with an order for 6 dozen of John Holland Fountain Pens.

No. 4 U.C.C.



No. 6 S.H.C.



Show cases will be furnished at factory cost, to be paid for at time of delivery. The dealer will be furnished Free with merchandise equal in list prices to the amount paid for the case. When merchandise has been sold, the dealer has his case Free.

No. 12 P.F.C.

Popular type of upright style Counter Case, affording a maximum display with minimum amount of counter space.

Length, 16½ inches. Width, 9 inches. Height, 14½ inches.

This case furnished with an order of 4 dozen of John Holland Fountain Pens.

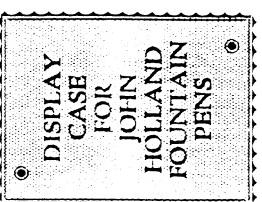
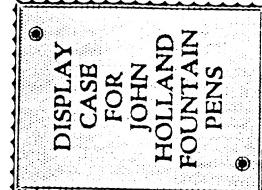
A High Grade Floor Show Case, displaying 12 dozen Pens.

Furnished in Golden Quarter Sawn Oak or Mahogany.

Length, 24 inches. Width, 24 inches. Height, 42 inches.

This case furnished with an order for 12 dozen of John Holland Fountain Pens.

Other cases furnished in oak or mahogany, with capacity as large as 48 dozen.



JOHN HOLLAND FOUNTAIN PEN PARTS
PRICE LIST

When a new part or any repairs are needed, send the complete pen so the new parts can be properly fitted together.

Mark your name and address plainly on the package, so that we can identify it with your letter of instructions. Empty the ink from pen before mailing.

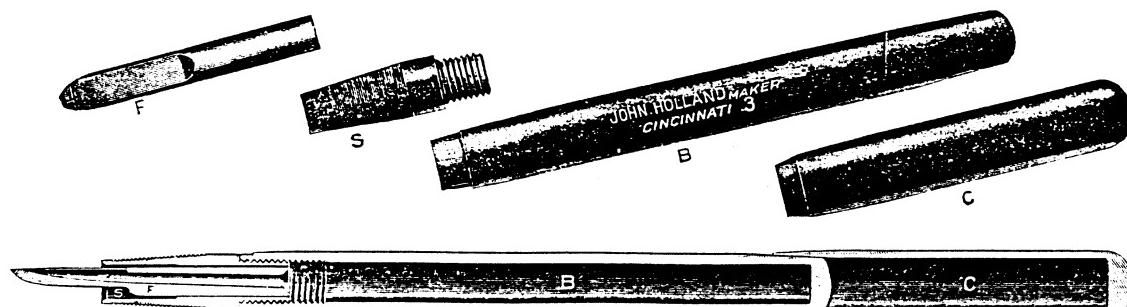
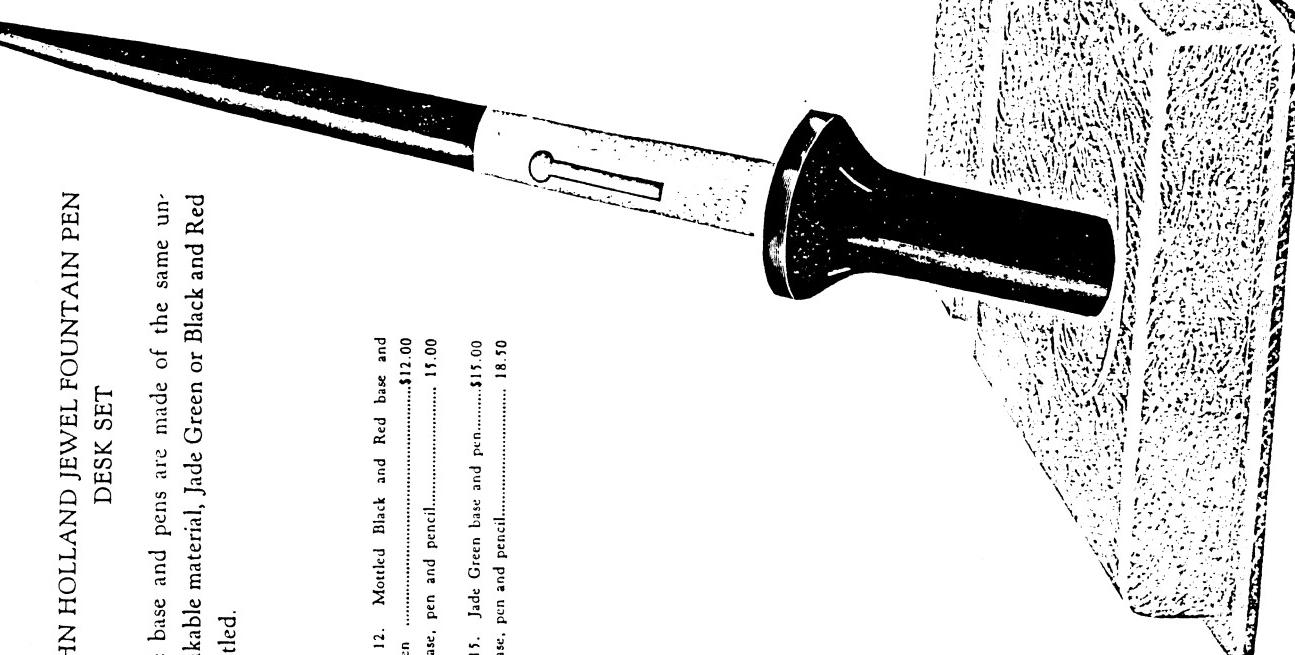
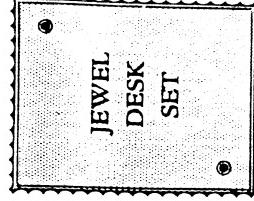
| No. on Holder | 72 | 73 | 74 | 75 | 76 | 77 | 78 |
|--------------------|--------|--------|--------|--------|--------|--------|--------|
| Cap..... | \$.50 | \$.50 | \$.50 | \$.50 | \$.75 | \$.75 | \$.75 |
| Barrel..... | 1.00 | 1.00 | 1.00 | 1.25 | 1.25 | 1.50 | 1.50 |
| Feed Bar.... | .50 | .50 | .50 | .50 | .50 | .75 | .75 |
| Point Section..... | .50 | .50 | .50 | .50 | .75 | .75 | .75 |
| Ink Sac..... | .35 | .35 | .35 | .35 | .35 | .35 | .35 |
| Presser Bar... | .30 | .30 | .30 | .30 | .30 | .30 | .30 |
| Clip..... | .25 | .25 | .25 | .25 | .25 | .25 | .25 |
| Ring Top.... | .25 | .25 | .25 | .25 | .25 | .25 | .25 |

| No. on Nib | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|------------------------|---------|---------|---------|---------|---------|---------|---------|
| New Nib..... | \$ 1.25 | \$ 1.50 | \$ 1.75 | \$ 2.00 | \$ 2.50 | \$ 3.00 | \$ 3.50 |
| Allowance on Old Nib.. | .25 | .25 | .35 | .45 | .55 | .65 | .75 |
| Repoint Nib | .75 | .75 | .75 | .75 | .75 | .75 | .75 |
| Straighten Nib..... | .50 | .50 | .50 | .50 | .50 | .50 | .50 |

Repointed nibs cannot be warranted to wear well or have the same quality of point or flexibility as new pens. Pens smaller than No. 5 are seldom worth repointing.

JOHN HOLLAND JEWEL FOUNTAIN PEN
DESK SET

The base and pens are made of the same unbreakable material, Jade Green or Black and Red Mottled.



Bisected view of the John Holland Fountain Pen, the parts being in their proper position. F—Feed. S—Section. B—Barrel. C—Cap.